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## Highlights

- Pinpoint the location of tractors, trailers, containers and other fleet assets
  - Reduce unscheduled maintenance costs and drive down operating costs
  - Lower fuel expenses and greatly improve driver productivity and safety
  - Monitor the condition of cargo to prevent loss and potential spoilage
  - Increase asset utilization, recover lost assets and prevent fraud
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# Fleet optimization for travel and transportation

Competition, consolidation, tighter governmental controls, heightened security concerns and a rising customer demand for real-time information characterize the travel and transportation industry. Fleet optimization from IBM puts your assets to work for you. It can help you increase asset utilization, improve customer service and drive down operating costs.

## Put your fleet management into overdrive

Owners of vehicle and truck fleets face a number of persistent challenges. Among them are a need to reduce fuel costs, track vehicles and drivers, provide up-to-the-minute information for customers and streamline the loading, unloading and route planning process.

The industry's first fleet management solutions typically consisted of a locator unit in the truck or car with a radio link back to company headquarters. Fleet managers knew the general location of their assets, and as technologies evolved, the overall result was better fleet management, leading to efficiencies and reduced costs.

Fleet optimization is the next logical step. To IBM, fleet optimization encompasses a broad range of capabilities, going well beyond simple information about the location of a fleet asset. It means monitoring your vehicles, drivers and cargo while in transit. It means communicating with your operators using wireless devices and computer applications to improve productivity and efficiency. And it means reducing maintenance, fuel and insurance costs while improving safety and customer satisfaction.





## Put IBM behind the wheel

Fleet optimization from IBM offers a wealth of business analytics that integrate the location and condition of a vehicle or truck and its cargo into your enterprise resource planning (ERP), customer relationship management (CRM), supply chain management (SCM) and billing systems. This enhanced knowledge can improve decision making and lead to even greater efficiencies and savings.

Our fleet optimization solution consists of several offerings—such as global positioning systems (GPS), radio frequency identification (RFID) and telematics—that can help you employ new technologies to control costs and maximize profit. Specific operational benefits include:

- The ability to better-manage fleet assets and organizational workloads.
- The opportunity to reduce total fleet size as a result of better planning and scheduling.
- Virtual real-time fleet status, optimized for scheduling and maintenance.
- Improved customer satisfaction through arrival notifications, proof of delivery and fewer billing disputes.
- Potential elimination of manual processes and greater records accuracy.
- The possibility of new service offerings not previously feasible, such as in-transit tracking and arrival time projection.
- Reduced fleet-associated expenses, such as fuel consumption, insurance rates and vehicle downtime.
- Shortened billing cycles using automation to indicate when the delivery or job was completed.
- Automated verification for fuel purchase, vehicle usage and time sheet records.

## Conclusion

Our fleet optimization solution can help transform your business processes from simple asset tracking into an optimized, integrated transport system that can lead to operational excellence and improve the quality of service to your customers.

## For more information

To learn more about fleet optimization from IBM, please contact your IBM representative or IBM Business Partner, or visit: [ibm.com/travel](http://ibm.com/travel)

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